



# ORDER

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Flight Dates 08/06/12-08/12/12

Contract / Revision 303359 /  
Original Date / Revision 08/03/12 08/03/12

Advertiser **Flake / Republican / US Sen**

Agency **Smart Media Group**

Buying Contact

814 King Street - Suite 400  
Alexandria, VA 22314-3039

Product **Flake For Senate**  
Agency Com 15%  
Billing Contact

814 King Street - Suite 400  
Alexandria, VA 22314-3039

Sales Office EWSDC  
Sales Region NAT  
Agency Ref

Order Sep 00:05:00  
Estimate # 806812  
Alt Order #  
Billing Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST  
Demographic A25-54  
Rev Codes POL POL CAND  
Product Codes PL  
Priority P-6  
Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	51	\$30,026.25	\$35,325.00	0.00	07/30/12	08/12/12	51	\$30,026.25	\$35,325.00
Totals	51	\$30,026.25	\$35,325.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	KNXV	08/06/12	08/10/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	11111--	5		\$225.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	KNXV	08/06/12-08/12/12		M-F 430pm-5pm		430pm-5pm	MTWThF---	:30		<del>(\$225.00)</del>		0.00	NM		
See MG 1.6															
[Special Progm. Cardinal Preseason is scheduled to air on 8/10. j.taylor 6/28]															
6	KNXV	08/06/12-08/09/12		M-F 430pm-5pm		430pm-5pm	MTWTh----	:30		\$225.00		0.00	NM		



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PHOENIX**

Contract / Revision 303359 Flight Dates 08/06/12-08/12/12

Hiatus Dates

Original Date / Revision 08/03/12/ 08/03/12

Order Sep 00:05:00

Advertiser Flake / Republican / US Ser Product Flake For Senate

Estimate # 806812

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KNXV	08/06/12	08/10/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	11111--			5		\$225.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
④	MG	for 1.5 08/10													
2	KNXV	08/11/12	08/11/12	Sa 5pm News Sa 5p-530pm News	CM	5p-530pm	-----S-	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S-			1		\$100.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	08/06/12-08/12/12		Sa 5pm News		5p-530pm	-----Sa--	:30		<del>(\$100.00)</del>		0.00	NM		
See MG 2.2															
[NA. There is no 5PM News on Saturdays. jtaylor 6/28/12]															
2	KNXV	08/11/12-08/11/12		Sa 6pm News		6pm-630p	-----Sa--	:30		\$100.00		0.00	NM		
		④ MG for 2.1 08/11													
3	KNXV	08/12/12	08/12/12	SU 430pm-5pm SU 430pm-5pm	CM	430pm-5pm	-----S	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-----S			1		\$100.00		0.00				
4	KNXV	08/06/12	08/10/12	M-F 7-9am M-F 7-9am	CM	7am-9am	22222--	:30	10	\$150.00	P-6	0.00	NM	10	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	22222--			10		\$150.00		0.00				
5	KNXV	08/07/12	08/09/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	-1-1---	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	-1-1---			2		\$450.00		0.00				
6	KNXV	08/06/12	08/10/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1-11---	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	1-11---			3		\$450.00		0.00				
7	KNXV	08/06/12	08/10/12	ABC World News M-F ABC World News M-F	CM	5:30pm-6:30pm (5:28 PM-5:30 PM)	1-1-1--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	1-1-1--			3		\$450.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KNXV	08/06/12-08/12/12		ABC World News M-F		5:30pm-6:30pm (5:28 PM-5:30 PM)	1-1-1--	:30		<del>(\$450.00)</del>		0.00	NM		
See MG 7.4															
[Special Prgm> No WNT due to Cardinals Preseason Football. jtaylor 6/28/12]															
4	KNXV	08/06/12-08/09/12		ABC World News M-F		5:30pm-6:30pm (5:28 PM-5:30 PM)	1-1-1--	:30		\$450.00		0.00	NM		
		④ MG for 7.3 08/10													
8	KNXV	08/06/12	08/08/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	1-1----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	1-1----			2		\$450.00		0.00				
9	KNXV	08/06/12	08/10/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	11111--	:30	5	\$600.00	P-6	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/06/12	08/12/12	11111--			5		\$600.00		0.00				
10	KNXV	08/11/12	08/11/12	SA 10-1035pm	CM	10pm-1035pm	-----S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00



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Contract / Revision 303359 Flight Dates 08/06/12-08/12/12

Hiatus Dates

Original Date / Revision 08/03/12/ 08/03/12

Order Sep 00:05:00

Advertiser Flake / Republican / US Ser Product Flake For Senate

Estimate # 806812

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-					1	\$250.00		0.00			
11	KNXV	08/12/12	08/12/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$600.00	P-6	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S					1	\$600.00		0.00			
12	KNXV	08/06/12	08/10/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$500.00	P-6	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	11111--					5	\$500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	KNXV	08/06/12-08/12/12		M-F 630pm-7pm		630pm-7pm	MTWThF----	:30		<del>(\$500.00)</del>		0.00	NM		
		See MG 12.6													
		[Special Progrm. Cardinal Preseason is scheduled to air on 8/10. j.taylor 6/28]													
6	KNXV	08/06/12-08/09/12		M-F 630pm-7pm		630pm-7pm	MTWTh-----	:30		\$500.00		0.00	NM		
		Ⓜ MG for 12.5 08/10													
13	KNXV	08/11/12	08/11/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-					1	\$250.00		0.00			
14	KNXV	08/06/12	08/06/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$1,000.00	P-6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	M-----					1	\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	08/06/12-08/12/12		Monday Prime C		9pm-10pm	M-----	:30		<del>(\$1,000.00)</del>		0.00	NM		
		Credited													
		[Credit. Will be MG.]													
15	KNXV	08/08/12	08/08/12	Wednesday Prime C Wednesday Prime C	CM	9pm-10pm	--W----	:30	1	\$1,000.00	P-6	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--W----					1	\$1,000.00		0.00			
16	KNXV	08/09/12	08/09/12	Thursday Prime A Thursday Prime A	CM	7pm-8pm	---T---	:30	1	\$2,000.00	P-6	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	---T---					1	\$2,000.00		0.00			
17	KNXV	08/09/12	08/09/12	Thursday Prime B Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$1,500.00	P-6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	---T---					1	\$1,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	08/06/12-08/12/12		Thursday Prime B		8pm-9pm	---Th-----	:30		<del>(\$1,500.00)</del>		0.00	NM		
		Credited													
18	KNXV	08/10/12	08/10/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	----F--					1	\$1,500.00		0.00			
19	KNXV	08/12/12	08/12/12	Sunday Prime B Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S					1	\$1,500.00		0.00			



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PHOENIX**Contract / Revision 303359 Flight Dates 08/06/12-08/12/12Hiatus DatesOriginal Date / Revision 08/03/12/ 08/03/12Order Sep 00:05:00Advertiser Flake / Republican / US Ser Product Flake For SenateEstimate # 806812

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots    Amount		
19	KNXV	08/12/12	08/12/12	Sunday Prime B Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00	
20	KNXV	08/09/12	08/09/12	Thursday Prime B Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00	
MG for Ln3 17																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	08/06/12	08/12/12	---T---		1			\$5,000.00			0.00				
21	KNXV	08/06/12	08/10/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF--	:30	2	\$600.00	P-6	0.00	NM	2	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	08/06/12	08/12/12	MTWTF--		2			\$600.00			0.00				
22	KNXV	08/06/12	08/12/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	MTWTF--	:30	1	\$200.00	P-6	0.00	NM	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	08/06/12	08/12/12	MTWTF--		1			\$200.00			0.00				
N 23	KNXV	08/10/12	08/10/12	Cardinals pre-season Cardinals Pre-season	CM	Cardinals v. KC Ch	----F--	:30	3	\$3,000.00	P-3	0.00	NM	3	\$9,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	08/06/12	08/12/12	----F--		3			\$3,000.00			0.00				
														Totals	51	\$35,325.00

\*Tax 1 Note: Tax 0.5%.

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